



Eisenhower High School

702 S. 40th Avenue, Yakima, WA 98908-3399 (509) 573 - 2600

June 8, 1999

Mr. Mike Balmelli, News Director
KAPP
1610 S. 24th Avenue
Yakima, WA 98902

Dear Mr. Balmelli,

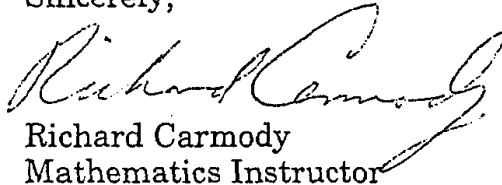
I want to thank you for the outstanding news report about the Eisenhower Advanced Placement Statistics Poll. The students were very excited to see themselves on the news. They were also very impressed by how well you were able to make them appear, both verbally and in pictures. Please pass my thanks along to Scott Johnson for his excellent work.

I really appreciated your extensive coverage of our conference and results. It is not often that you see a positive report about the college level work done by high school students. You are to be commended.

We will definitely call again when we have other newsworthy items.

Thank you again!

Sincerely,


Richard Carmody
Mathematics Instructor

cc. Mr. Holmlund, Principal
Dr. Petry, Superintendent
Yakima School Board

YAKIMA
PUBLIC
SCHOOLS



We're the closest thing to home.



Columbia Basin
Dive Rescue

1960 Butler Loop
Richland, WA 99352
(509) 946-2237

Public Safety Diving & Water Rescue Team

January 4, 2000

Dave Dalthorp &
Christine Brown
3312 W. Kennewick Ave.
Kennewick, WA 99336

Dear Dave and Christine:

On behalf of Columbia Basin Dive Rescue, I would like to invite each of you, and your spouse or guest, to join the team for our annual awards and recognition dinner. This is the sole event that CBDR engages in each year to recognize the hard work and dedication of each and every member of CBDR.

This year we would also like to recognize both of you and KNDU-TV for your continued commitment to our team. Your support over the years has meant a great deal to us. We want to thank you not only for your financial support, but also for the boost in as we fully realize just how many other worthy causes and organizations there are vying for your support.

Attached is the event information. I hope you can join us.

Sincerely,

A handwritten signature in dark ink, appearing to read "Dawn", with a large, sweeping flourish extending to the right.

Dawn J. White
Public Information Officer



GILDA'S CLUB SEATTLE

December 14, 1999

Alyson Soma
KOMO
1809 7th Ave. Ste. 200
Seattle, WA 98101

Dear Alyson,

Thank you for your donation of the "The Pat Cashman Show on KOMO radio" for our 1999 On-Air, On-Line Auction held November 17 - 24, 1999.

We received a total of over \$27,000 worth of donations. On behalf of all of the people who will benefit from your generosity, I wish to thank you for contributing to our success.

We look forward to your continued support of Gilda's Club of Seattle's special events. Because of you, Gilda's Club Seattle will be more than a dream - it will be a dream come true.

Sincerely Yours,

Sheryl Eisenbarth
Special Events Planner, Gilda's Club Seattle

- Hey what can I say -
we had such a good time -
I hope we can do this again
next year -

THIRD & PINE STREETS
SEATTLE, WA 98181

The **BON** MARCHÉ

May 27, 1999

Alyson Soma
Promotion Director
KOMO NewsTalk 1000
1809 7th Avenue, Suite 200
Seattle, WA 98101-1360

Dear Alyson:

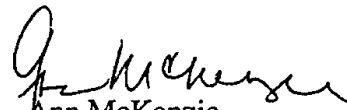
We just wanted to let you know how much we appreciate all your help in making the Ninth Annual Mom & Me at the Zoo event such a success. Though it was somewhat chilly, participants in this year's tribute to Mom had a wonderful time. We are especially grateful for the sweepstakes you put together and for your sponsorship of Kindervision at the Woodland Park Zoo; it's such a terrific service to provide event attendees. A total of 7110 T-shirts were sold enabling us to donate \$11,554 to both the Woodland Park Zoo and the Point Defiance Zoo & Aquarium on behalf of VoiceStream Wireless, KOMO NewsTalk 1000, KOMO ABC 4 and The Bon.

Along with our deepest thanks for KOMO NewsTalk 1000's continued sponsorship and support, we send you our best wishes and look forward to working with you to make the Tenth Annual Mom & Me an even bigger success.

Sincerely,



Mary Jean Stephens
Divisional Vice President
Special Events & Public Relations



Ann McKenzie
Event Coordinator

cc: Bill Aanenson, General Sales Manager

:am

IN RECOGNITION OF OUTSTANDING SUPPORT OF OUR
1998 PUBLIC SERVICE CAMPAIGN,

CARE PROUDLY SALUTES
KTZZ-TV

FOR OUTSTANDING LEADERSHIP IN COMMUNICATING TO THE CITIZENS OF SEATTLE
THE URGENT NEEDS OF MILLIONS OF PEOPLE AROUND THE WORLD.



NOVEMBER, 1998

A handwritten signature in dark ink, appearing to read "P. D. Bell", written over a horizontal line.

PETER D. BELL
CARE PRESIDENT AND CEO

A handwritten signature in dark ink, appearing to read "Marilyn F. Grist", written over a horizontal line.

MARILYN F. GRIST
DIRECTOR OF COMMUNICATIONS

Kinder Vision Parent Comment Book

Date: Saturday, May 8, 1999

Place: Woodland Park Zoo

Seattle, WA

Sponsor: KOMO



Please take a moment
to thank our sponsor

Thank you to the sponsor for making our world a
safer place for our children! (Gwendolyn) & (Jasmine)

Thank you so much - Great job - Tiffany Hopkins

THANK YOU VERY MUCH - MICHELLE DENIA

Thank you
Thank you

Thank You - Such a wonder ful idea to
Keep / Kids safe! I'm very grateful!

Great idea! - Amanda

This is a great idea. It's important to have our kids on video
in case anything

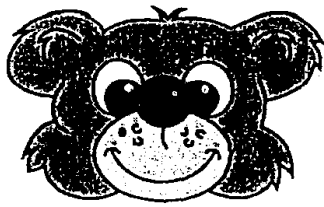
but ides. Thank you. Cheryl Brewer

Merci beaucoup pour les videos de notre enfants.

Thank you for providing a Safety Net
for our children. I know that if they were ever in a
situation that if they were ever in a situation
she can be seen by all and identified.

Thank you Denise Martlew

THANKS FOR THE KIDS
MADISON EVANS



Please take a moment
to thank our sponsor

THANKS Komo Radio
Thank you from the Rich Family!

Thanks to Komo - child's lives will be saved!

Thanks - this is one of the main reasons
we come to "Mom & Me" every year!

Janet & Amanda

Thanks - this is a great service. - John & Jordan

JORDAN

Thank you for caring about our children!! Renee

Thanks to Komo for this community service. Virginia

Thanks a lot!

Jeanne & Alana

Thankyou for this wonderful program Janice O'Neil

Dear Michelle,



Jan 8, 2000
"We help them today,
so they may have tomorrow."

Just a note to thank you
for partnering with us in our
effort to bring relief to those
displaced by the rain & mudslides
in Venezuela.

We appreciate the involvement
of all of you at KIRO who
were part of this project.

Thanks to the news team
who got the message out on
a regular basis - they did
a great job!

Thanks to Carolee for her



"We help them today,
so they may have tomorrow."

courtesy & hospitality to us
who were on-site or called in.

Thanks to Jerry for his
great help putting up our signs -
when he was due to go home -
he stayed instead!

And thank you Michelle
for coordinating the whole effort.
We collected nearly 10,000 lbs of
food and relief supplies and
sent a capacity load on Boeing's
delivery flight last week.

We appreciate the team



Dick Frederick
Senior Development
Officer

1920 - 116th Avenue NE
Suite 201
Bellevue, WA 98004
dickf@transport.com

direct (425) 450-6762
main (425) 454-TEAM (8326)
fax (425) 450-6980



"We help them today,
so they may have tomorrow."

spirit you all manifest
during these humanitarian
endeavors.

Thanks for the privilege
of working alongside your
team at KRO to bring
hope and encouragement
to our less fortunate neighbors
in Venezuela.

Cordially,
Dick

Northwest Medical Teams International, Inc.

Western Washington Office: 1920 - 116th Avenue NE, Suite 201 • Bellevue, WA 98004 • (425) 454-8326 (TEAM) • FAX (425) 450-6980
<http://www.nwmti.org>

“...in the public interest.”



V. Roll The Credits

Our short Report could not begin to include all of the heart-warming stories of assistance that would not happen without the deep commitment to community service of the hundreds of broadcasters throughout Washington. We urge you to contact your local broadcasters to get more details on the many activities they support and promote that make the quality of life in your community better. And, please join WSAB in thanking the people who made this edition of *“...in the public interest”* possible.

Bellingham

- *Rick Staeb*, General Manager, Saga Communications (KGMI, KISM, KAFE, KPUG, KIXT)

Port Angeles

- *Terry MacDonald*, Owner, KONP & KIKN Radio

Seattle

- *Arik Korman*, Executive Producer Entercom Radio Group (KIRO Radio, KNWX, KQBZ):
- *Jennifer Pirak*, Promotion Director; *Darren Reynolds*, Asst. Program Director; *Alyson Soma*, Event Marketing Director Fisher Radio Seattle (KOMO Radio, KVI, KPLZ)
- *Maria Margaris*, Operations Manager, KIRO-TV
- *Jimm Brown*, Manager of Community Relations, KOMO-TV
- *Teresa Woon*, Public Service Director KTWB-TV

Spokane

- *Ray Edwards*, Operations Manager Citadel Communications Corp., (KAEP, KDRK, KEYF, KGA, KJRB)
- *Louise Hanson*, Community Affairs Manager, KHQ-TV
- *Stacy Harkus*, Public Affairs Producer, KREM-TV
- *Kirstin Votava*, Community Partnership Coordinator, KXLY Broadcast Group (KXLY-AM, FM, TV, KZZU, KEZE, KXLI)

Tri-Cities

- *Dave Dalthorp*, Station Manager, KNDU-TV
- *John McGann*, Operations Director New Northwest Broadcasters, (KALE, KEGX, KIOK, KNLT, KTCR)
- *Greg Martin*, Program Director, KONA-AM/FM

Yakima

- *Karla Griffin*, Operations Manager; *Angela Dotson*, Public Service Director, KIMA-TV
- *Catherine Schwindt*, Operations Manager, KAPP-TV
- *Brian Stephenson*, Program Director, New Northwest Broadcasters (KARY, KBBO, KHHK, KJOX, KRSE, KXDD)

"...in the public interest."

WSAB

WSAB

WASHINGTON STATE ASSOCIATION OF BROADCASTERS

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E-mail: wsab@mail.tss.net
Web Site: www.wsab.org
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Bringing Community Service Home

**Before the
Federal Communications Commission
Washington, D. C. 20554**

In the Matter of:

Broadcast Localism

To the Commission:

)
)
)
)
)

MB Docket No. 04-233

**COMMENTS OF THE
WASHINGTON STATE ASSOCIATION OF BROADCASTERS**

EXHIBIT C



“...in the public interest...”

**WASHINGTON'S LOCAL BROADCASTERS
BRINGING VOTERS AND CANDIDATES TOGETHER**

***an election year 2000 report from your local radio
and television stations on their efforts to help
voters make informed decisions. March 2001***



Bringing Community Service Home

Washington State Association of Broadcasters

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I. EXECUTIVE SUMMARY

The 2000 elections produced some of the most hotly contested, closest, most intriguing campaigns in memory. Voter turnout near 75% statewide showed that Washington voters were vigorously engaged from campaign kick-off to election night returns.

The local radio and television stations serving Washington's communities covered the election from the day the first candidates announced their campaigns through the Presidential Primary and the State Primary to the wee hours of General Election night (and beyond).

Washington broadcasters provided time for candidates running for elective offices ranging from President of the United States to Port Commissioner; from Governor to Superior Court Judge; from County Commissioner to United States Senator; from Mayor to United States Representative; from County Prosecutor to Attorney General; from the State Legislature to PUD Commissioner; from Commissioner of Public Lands to State Supreme Court Justice; and from statewide initiatives to school levies.

Candidates representing major parties, minor parties and heretofore-unknown parties appeared, as did partisans for and against statewide initiatives and local ballot measures, alike.

Candidates took to the air talking directly to the voters, in their own words, in debates, live interviews, newscast coverage, taped responses to citizen and reporter questions, and open line voter call-in programs. Many stations added links to their station web sites to further assist voters in gathering additional information about candidates and the election.

And that's only part of the picture. Local broadcasters also brought the resources of the national networks to their listeners and viewers by providing them with information and programming delivered through their affiliation with NBC, ABC, CBS, Fox, CNN, and the Associated Press.

All of the airtime for the appearances described in this report were provided to the candidates free of charge. Free time, freely given, a part of each station's obligation to serve the public interest of its community.

In every manner, way, shape and form, local broadcasters in Washington went above and beyond the call of duty during the 2000 election cycle, serving the interests of their community, bringing voters and candidates together.

What follows is a description of typical programs on radio and television stations throughout Washington that WSAB discovered in its sampling of stations' efforts to

serve the public interest in the critical area of civic education. Some samples are from big market TV and radio stations, other examples highlight the kinds of efforts that are found at small market radio and television stations. Our compilation is by no means complete. Time and space in our report prevent an exhaustive accounting.

II. THE RESEARCH

When the 2000 election cycle began, WSAB asked selected stations to keep track of the free, on-air appearances by candidates for public office. In compiling this information, we asked the stations to exclude all paid advertising, either by the candidate's campaign committee or independent expenditures that addressed a candidate or issues related to a candidate. Using this methodology, WSAB was able to focus on the appearances by the candidates in which they were able to direct information about the campaign directly to voters, or the voters were able to interact directly with the candidates, without the positioning and filtering of a paid advertising campaign.

III. BRINGING CANDIDATES AND VOTERS TOGETHER

Debates

In a debate, not only can voters discover the positions of the candidates on issues that are important to them, but they get a glimpse of how each candidate reacts under pressure. Washington TV and radio stations broadcast debates between candidates for offices from President of the United States to Mayor of Spokane.

Presidential Debates. Debates or baseball? Gore vs. Bush or Mariners vs. Yankees? Viewers did not have to make that choice. KING-TV in Seattle served Western Washington communities by broadcasting both. When NBC gave its affiliates the ability to carry either a presidential debate or baseball, KING was able to broadcast them both live. The debate was broadcast live, as it happened, on KING-TV's sister station, KONG-TV, throughout Western Washington. Thanks to a recent change in local TV ownership limits, Belo Broadcasting's "duopoly" ownership of KING-TV/KONG-TV enabled the stations to provide the voters of Western Washington with this public service and still permit Mariners fans to see the crucial game with the Yankees.

The Presidential and Vice-Presidential debates were also broadcast by all of the ABC and CBS stations in the Spokane, Seattle and Yakima/Tri-Cities markets, in addition to full, live coverage by half-a-dozen or more cable channels. We often place undue emphasis on live, as-it-happens coverage of an event, such as a debate, forgetting that some viewers cannot be near a TV set at the appointed time, and once the live broadcast is gone, it's gone for good. While the rest of the Spokane market was saturated with live coverage of the debate, KHQ-TV, Spokane, kept its commitment to serve the public that

either was not able to see the debate live, or was less interested in the debate than the Mariners' game. KHQ-TV provided a taped replay of the debate immediately following the baseball playoff game. It should be noted that nearly every station manager agreed, that if it had been any team other than the Mariners playing in the conflicting ballgame, they all would have chosen to broadcast the debate.

Gubernatorial Debates. Democrat Gary Locke and Republican John Carlson engaged in several lively debates that were shown throughout Washington by several cooperating stations. KIRO-TV, Seattle, hosted an in-studio debate moderated by KIRO News Anchor Steve Raible. On October 23rd, the gubernatorial candidates debated again, this time on the campus of Gonzaga University in Spokane. This debate, moderated by KING-TV News Anchor Jean Enerson, was carried in Eastern and Western Washington by Belo Corporation stations KREM-TV, Spokane and KING-TV, Seattle.

Senatorial Debates. On October 30th KING-TV broadcast the debate it organized and hosted between incumbent Republican U. S. Senator Slade Gorton and his Democratic opponent Maria Cantwell. The debate was broadcast across the state from 7 to 8 p.m. and was moderated by KING-TV News Anchor Margaret Larson. KING-TV also produced and broadcast a debate between Deborah Senn and Maria Cantwell prior to the Democratic Primary Election in the U. S. Senate race. That debate was carried throughout Eastern Washington by KING-TV's sister station, KREM-TV in Spokane.

Congressional Debates. KIMA-TV in Yakima and sister station KEPR-TV in the Tri-Cities offered Fourth Congressional District candidates Jim Davis and Doc Hastings one hour (7-8 p.m.) for a live debate. Unfortunately, Congressman Hastings was unable to participate, due to the length of the congressional session.

Local Debates. KAYU-TV, Spokane, produced a debate between John Talbot and John Powers, the candidates for Mayor of Spokane. The one-hour debate was broadcast just four days before the election and allowed the candidates to address their issues to the audience for a full hour.

Special Programs

Many stations put together a package of opportunities for candidates to appear in their own words, unfiltered by advertising techniques, newscast time constraints, debate rules, or other limiting factors. Just the candidate, pure and simple.

"It's Your Time." KING-TV, Seattle, offered every Democratic and Republican candidate for Congress, the U. S. Senate and Governor the opportunity to prepare a one-minute taped segment that was broadcast after the Noon or 6:30 p.m. newscast. In addition, the candidates were able to expand their statements to up to four minutes, which

“...in the public interest...”



were broadcast as a one-hour special from Noon to 1 p. m on Sunday, November 5th, two days before the election.

“Straight Talk.” Fisher Broadcasting’s 26 radio stations and 10 of its television stations featured a special program segment called “Straight Talk,” a public service begun in 1996, for political candidates to address voters during local newscasts in the six weeks leading up to the election. Fisher television stations provided each candidate with three minutes in prime time news programming. The candidates were required to appear alone and refrain from negative campaigning. KOMO-TV, Seattle, broadcast “Straight Talk” segments by the candidates for Insurance Commissioner; 1st, 2nd, 8th, and 9th Congressional District candidates; candidates for U. S. Senator and Governor. Fisher’s KPLZ-FM, Star 101.5, Seattle, broadcast “Straight Talk” segments in the Governor’s race; candidates for Congressional Districts 1, 2, 3, 6, 7, 8, 9; and, U. S. Senator.

“Straight Talk II.” Fisher Broadcasting’s Yakima TV station, KIMA, covered Central Washington candidates for Congress from the 4th District; the U. S. Senate; Governor; the state legislature in the 13th, 14th, and 15th District; and, even two positions for Yakima County Commissioner, in their “Straight Talk” segments. Each set of candidates split a five-minute segment evenly. These messages were broadcast at the end of the station’s newscasts. The segments were provided free of charge and were produced at the station if the candidate needed that kind of assistance. In the Tri-Cities, the “Straight Talk” segments on Fisher’s KEPR-TV focused on the campaigns of most interest in the Columbia Basin, particularly the hotly contested race between incumbent State Senator Valoria Loveland (D) and challenger Mike Hewitt (R). In the four days prior to the election, KEPR-TV broadcast “Straight Talk” segments featuring candidates for the 4th Congressional District, United States Senate and Governor, in addition to the Loveland/Hewitt race.

“Let’s Talk About It.” Without local radio’s dedication to bringing candidates and voters together, the only alternative for candidates to get their messages out in many communities is the Letters to the Editor column in the local newspaper. KELA-AM in Centralia dedicated its morning discussion program to candidates for Lewis County Commissioner, District #1 on October 20th, and District #2 on October 23rd. Each candidate was given 15 minutes in prime morning drive time. The candidates fielded questions from listeners and the show’s moderator about their positions on issues affecting Lewis County residents. To ensure that listeners who missed the first broadcast would have an opportunity to hear what the candidates had to say, sister station KMNT-FM rebroadcast the programs later in the week.

Holding the Candidates Accountable: “Ad Watch.” Some stations did in-depth analysis of candidates’ claims and promises. Many did this in the context of their news coverage of specific campaign appearances. KING-TV, Seattle, News Reporter Robert Mak produced and hosted a special feature, called “Ad Watch” designed to provide

viewers with facts that could help them sort through the claims made by in selected political ads aired prior to the General Election. These special reports were broadcast during the station's 5 and 6:30 p.m. newscasts and examined such ads as State Senator Dan McDonald's attack on Congressman Jay Inslee's vote on taxes and Inslee's attack on McDonald's relationship with special interest groups. KING-TV examined a total of eight different ads in the weeks leading up to the election.

Newscasts

More people rely on radio and TV stations as their major source of news and information than any other medium. It would be hard to find a station that did not cover the candidates, their positions and campaigns in their newscasts. For instance, in the six weeks between the primary and general elections, KIMA-TV, Yakima, carried 185 news reports about candidates and ballot issues. KEPR-TV, Tri-Cities, carried 184 reports during that same period. Some station preferred to cover news stories more in-depth, such as KAYU-TV, Spokane, which conducted one-minute interviews with the partisans for and against several statewide initiatives and broadcast the responses during the station's 10 o'clock news. Even music intensive stations delivering country and western, oldies, rock, or the myriad other music forms available today, include campaign coverage in their regular newscasts. Here's how some other Washington broadcasters used their prime news vehicle, the regularly scheduled newscast, to inform voters.

Use the News to Focus the Listeners. KXRO, Aberdeen, devoted a segment on its Noon newscast, "Grays Harbor at Noon" to candidate profiles. Dennis Morrisette and John Erak, candidates for Grays Harbor County Commissioner, District 2, were featured in extensive profiles lasting four minutes. PUD Commission candidates Tom Casey and John Sharp faced off, via taped interviews, for 5 minutes apiece on KXRO's major newscast of the day. The station featured profiles of other candidates, as well as local ballot issues, such as the City of Aberdeen's fire bond issue, throughout the campaign season.

Campaign Stops Draw Attention. Campaign stops by national and statewide candidates draw extensive coverage from all local news stations. Vice Presidential candidate, Joe Lieberman's October 10th campaign stop in Seattle resulted in dozens of stories, soundbites and interviews on newscasts on all of Seattle's television stations. KOMO News Talk 1000 covered the Lieberman visit with stories throughout the day. Governor Locke's reelection campaign stop in Aberdeen generated several two-minute reports that ran in all of KXRO-AM's newscasts that day. The visit of Democratic candidates Maria Cantwell (U.S. Senate) and Jim Davis (4th Congressional District) to the Tri-Cities gave broadcasters a big story to cover. KVEW-TV devoted substantial time to the campaign stop on both its early evening "Newshour" and late night "Nitecast" news broadcasts. Sometimes, even the appearance of a member of the candidate's family gets

attention. KAPP-TV provided several minutes of coverage of George P. Bush's campaign trip to Yakima on July 14th in its 5 o'clock news hour, when he stopped in Central Washington to discuss issues relevant to the local Hispanic population.

Make It Available When They Want It. KLKI, Anacortes, serves not only the Skagit Valley, but the San Juan Islands, as well. The station used its newscasts throughout the day and night make sure that candidates messages were heard. Even if a listener missed a comment by Kelly Barlean, John McCoy, Hugh Fleet or Barry Sehlin, candidates for the two seats in the State House of Representatives from the 10th Legislative District, KLKI repeated the stories and the candidates' taped comments and answers to questions in the station's 6:30 a.m., 8:00 a.m. and 5 o'clock or 5:30 p.m. newscasts the next day. In that way, candidates for State Superintendent of Public Instruction, Skagit County Commissioner, Secretary of State, the U. S. House of Representatives, State Senator, County Treasurer and many other offices could be assured that the voters would hear what they had to say.

Not Just Soundbites. Stations cover campaign stories in more depth than they are given credit for. KAYU-TV in Spokane regularly spent two minutes or more covering a single candidate in a newscast. Typical of these stories is the coverage of 5th Congressional District candidate Tom Keefe on September 22nd which lasted two minutes and ten seconds; the coverage of the Spokane mayors race on October 18th that ran one minute and fifty seconds; and, a two minute ten second story on the U. S. Senate candidates in the KAYU-TV newscast that was broadcast on September 27th.

Here's Who's Coming to Town. Often, stories in newscasts about upcoming local campaign visits by candidates might seem to be little more than promotional announcements for a candidate's appearance. But those news stories, heralding the upcoming appearance of a candidate, serve to notify the listeners and viewers of yet another way in which they can inform themselves and make better election decisions.

Talk Radio

Love it or hate it, say what you want about it, talk radio is the public's soapbox. It allows everyone to express his or her opinion, sometimes at their own peril. It also delivers political candidates directly to the voters in a way that no other medium, no other forum can.

Candidates and Voters, One on One. On November 2nd, Doug Sutherland, candidate for Commissioner of Public Lands, and his opponent Mike Lowry held a one-hour debate on KONP-AM, Port Angeles, during which the candidates took calls from listeners and were interviewed by host Todd Ortloff. Sutherland also spent 30 minutes in prime morning drive time on KVI-AM, Seattle, answering questions from callers about what he

would do as Commissioner of Public Lands. KGA in Spokane provided listeners with both in-studio and telephone interviews with John Carlson and Gary Locke, candidates for Governor. Ezola Foster, Reform Party Candidate for Vice-President spent 15 minutes in afternoon drive time on KVI-AM, Seattle, discussing the Reform Party, its goals, race relations and welfare.

Local Radio, Live from the National Conventions. During the week of the Democratic National Convention, listeners to KVI-AM, Seattle, heard from, and had the chance to ask their own questions of Congressmen Jay Inslee, Adam Smith, Jim McDermott; State Democratic Chair Paul Berendt; Attorney General Christine Gregoire and Co-Speaker of the State House of Representatives Frank Chopp of Seattle. During the week of the Republican National Convention, Congresswoman Jennifer Dunn and Spokane Congressman George Nethercutt shared their experiences, expertise and insight with local listeners.

Listeners Take Their Best “Spot.” The day before the election it was time to turn the tables on the candidates and the voters. Ernie Brown gave callers to his show on KOMO News Talk 1000 in Seattle thirty-seconds to do their own “campaign spot” to get everyone prepared for election day. In the hour between 4 and 5 p.m. Ernie’s listeners covered a multitude of issues and candidates.

All Sides; All Candidates. Talk radio gets everyone involved. Typical of talk stations, listeners and callers to KVI, Seattle, spent 20 minutes hearing from and talking with State Senator Harold Hochstatter who was running for the Republican nomination for Governor, after having had his opponent, John Carlson on the air a week earlier. KVI also opened up the issues on Initiative 745 to public scrutiny by spending 45 minutes with Tim Eyman (pro) and The Alliance for Public Transportation (con) of that controversial issue, on two consecutive days.

Small Market Radio Brings Campaigns Home

Radio stations in smaller communities were highly active in bringing candidates and issues into their listeners’ lives. More than any other business, small market radio stations are a basic part of the fabric of the community.

Olympic Peninsula. State Representative Lynn Kessler and her opponent Teri Schwiethale squared off for an hour on KONP, Port Angeles. The free-form debate included question from listeners and interviews on issues in the 24th Legislative District House of Representatives race. KONP also featured State Representative Jim Buck and opponent Pat Slaten in a similar hour-long program. And County Commissioner candidates Mike Chapman and Carole Boardman took to the airwaves in another of the one-hour shows. Initiative creator Tim Eyman got two shots on the air at KONP,

debating opponents of his Initiative 745 on October 11th and the opponents of Initiative 722 on October 31st.

Northcentral Washington. KOMW, Omak, has been serving the Okanogan Valley since 1947. This local broadcaster has served the public interest of its community by providing thousands of candidates, running for hundreds of offices, the opportunity to reach their constituencies for the past 53 years, not only with advertising, but with generous amounts of free airtime. Election year 2000 was no different. U. S. Senator Slade Gorton; Gubernatorial candidate Harold Hochstatter; Ron Perrow, Fred Hanke, Jim Doran, Doug Adams, Craig Vejraska and Dave Shulz, candidates for Okanogan County Commissioner; congressional candidate Jim Davis; and, Polly Johnson, candidate for Okanogan County PUD Commissioner; were among the many candidates who took advantage of the opportunity to appear for a full half-hour each, during KOMW's prime morning drive time open line call-in program. The station also devoted several half-hours of the same program informing listeners about Omak and Okanogan school levy ballot issues.

Columbia Basin. Local radio played a critical role in bringing the major debates to Washington voters who could not be at their TV sets to watch. KONA-AM/FM, Tri-Cities, provided full coverage of all three Presidential debates and the Vice Presidential debate, as well. KONA also provided listeners the radio version of a 90-minute debate between 4th District Congressional incumbent Doc Hastings and his Democratic challenger Jim Davis.

Northwest Washington. Between 8 and 9 every weekday morning, Brett & Debbie, on KGMI in Bellingham, spend an hour informing their listeners about interesting and important issues in Northwest Washington. During the campaign season, KGMI and Brett & Debbie ensured that their listeners would have the knowledge to make informed decisions at the polls. They focused on the Governor's race on September 29th, when they spent the hour with candidates Gary Locke and John Carlson. Brett & Debbie interviewed the candidates and local callers were able to speak to the candidates directly and ask Governor Locke and Mr. Carlson the things that the listeners wanted to know. KGMI's Brett & Debbie brought listeners together with all four candidates for the two 42nd Legislative District seats in the State House of Representatives. KGMI's signal covers the entire 2nd Congressional District and the station realized the importance of this open seat battle. On October 26th, just as voters were making up their minds, Brett & Debbie spent the morning's hour with Democrat Rick Larsen and Republican John Koster, again providing a venue for local voters to talk directly to the candidates.

Convention Coverage

National Conventions. Technology has made it possible for Washington broadcasters to bring news of our State’s activities at the national political conventions, on a real-time basis. All of the Seattle network affiliates had their news anchors covering the national political conventions on-site. Activities of the Washington delegations to the Republican and Democratic National Conventions were monitored and reported back to the citizens of the state, with more relevance than ever in the past.

Local Gatherings. KLKI in Anacortes brought listeners in the Skagit Valley right into the thick of things at the political party gatherings in its communities. KLKI’s complete coverage of party gatherings, where candidates really put their issues up for scrutiny, brought their listeners in Anacortes important parts of speeches by Democratic candidates Dave Quall, Bob Terwilliger, Terry Bergeson, Tom Sheahan, John Doyle, Rick Larsen, Ken Dahlstad, Harriet Spanel, Mary Margaret Haugen and John McCoy. On the Republican side, KLKI’s coverage of their Summer meetings put candidates such as Hugh Fleet, Jack Eisses, Jerry Ferrier, Katie Junquist, Mike Wensman, Kelly Barlean, Doug Sutherland, Barry Sehlin, Bob Hart and Harvey Wolden into the homes of their listeners.

Expanding the Reach of Broadcasters’ Efforts

Web Sites. The Internet has become the research engine for political issues in America. Broadcasters have embraced this new tool as another way to serve the public interest of their communities.

Streaming. Stations all across Washington are streaming their signals on the Internet. Just click and listen. During the campaign season, coverage is now available in both audio and video files streaming live, and in some cases, archived for later review from many radio and TV stations in Washington.

Links. The Internet has also allowed stations to provide listeners and viewers with direct links to candidate web sites, voter information, government sites regarding elections, voter registration and election returns. During their newscasts or other campaign related programming, radio and television stations in small communities and large markets throughout Washington encourage citizens avail themselves of this outstanding opportunity. The stations’ web sites are filled with these links during campaign season, expanding the stations’ coverage of campaigns with a level of detail that reporters cannot include, and viewers do not want, in a regular newscast report. However, viewers can regularly log onto stations’ web sites and take links when they have more time to investigate these issues on their own, or when they want a specific piece of information about a candidate or a candidate’s position on an issue.

The Networks. Local broadcasters bring the experience, insight and resources of the national broadcast networks into our living rooms. No local station can match the ongoing resources for coverage that the networks have. But by bringing network reporting to local audiences, hometown broadcasters are delivering in yet another way on their commitment to serve the public interest.

Television. Both the major party Presidential and Vice Presidential candidates, and some minor party candidates, made the rounds (some several times) of the Sunday morning news programs, “Face the Nation,” on CBS; ABC’s “This Week,” and, “Meet the Press” on NBC. Presidential candidates turned up in the most unexpected places. During the week of October 30th, both Governor Bush and Vice President Gore appeared on “The Tonight Show with Jay Leno.” “NBC Nightly News” offered both Governor Bush and Vice President Gore two minutes nightly to answer questions posed by anchor Tom Brokaw. Governor Bush declined; Vice President Gore accepted.

Radio. The “networks” are not just on TV anymore. Radio networks give local exposure to the national coverage of campaigns and interviews with national candidates, and open the door for local Washington listeners to ask questions of national political figures. National network radio programs, aired on local stations in Washington State, provide Washington citizens the opportunity to participate in the national political scene to an unprecedented degree. Imagine a local listener in Wenatchee or Longview being able to talk directly to a presidential candidate and ask that candidate the one question that will decide for whom that listener will cast his or her vote. Imagine how valuable it is to a candidate to be able to get that kind of direct, grass roots feedback, instantly. Local broadcasters make that possible.

Cable News Channels. Belo Broadcasting’s Northwest Cable News channel, carried throughout Washington, Idaho and Oregon, extends the reach of Belo’s Seattle and Spokane stations, and allows its news organization to present more in-depth coverage of campaign issues and events. Viewers throughout the region benefit from the resource sharing between Northwest Cable News and Belo’s free, over-the-air stations. In addition, Northwest Cable News carried the debates broadcast by the Belo TV stations, either live or on a tape delay basis, offering Northwest viewers additional opportunities to hear candidates’ views on issues. Cross-promotion of these repeat showings ensured that viewers did not miss out on an important campaign replay.

Get Out The Vote. Washington radio and TV stations in virtually every community take on the task of getting out the vote. In responding to earlier surveys, broadcasters indicate that they work with local organizations, such as the League of Women Voters, to mount organized campaigns to increase voter registration and turnout. In addition, stations constantly remind voters in the days leading up to the election to be sure to vote. The reminders are nearly constant during Election Day. Every time a station reports on projected voter turnout, listeners and viewers are reminded of the time remaining for the

polls to be open and are urged to cast their ballot. Many stations also work with community groups to publicize ways for people to get to the polls if they need help.

Secretary of State Legal Notice Advertising Program. Nearly every commercial radio station in Washington was a participant in the 2000 Washington Secretary of State Legal Notice Advertising Program. In the clatter and din of candidate and initiative campaigns, some lesser-known, but vitally important issues might be overlooked, except for Washington broadcasters' commitment to serve the public interest through their participation in the Legal Notice Ad Program. Although the Secretary of State can afford to buy only a small amount of commercial ad time to publicize proposed amendments to the State Constitution, Washington radio stations are committed to running additional spots, at no charge, to increase awareness of these critical measures. The announcements also remind citizens about the Voters Pamphlet; what a valuable tool it is; and, to be sure to study it carefully and thoroughly before voting.

Lose A Little On Each Sale; Make It Up In Volume. Candidates, their committees and their supporters spent a record amount of money on paid advertising during the 2000 election cycle. There were more contested races, even for the Washington State Supreme Court. There were more candidates, as the Libertarians fielded candidates in every Washington congressional race, and several minor party candidates qualified for the November ballot in many races. The campaign season was the longest in memory, if not history.

But, despite the eye-popping number of dollars spent on political campaigns, if anybody got rich off of candidate spending, it certainly was not radio and television stations. Free, over-the-air broadcasters must sell every candidate spot at the station's "lowest unit charge." Even without demand for airtime from political campaigns, most stations would be "sold out" selling spots to their regular advertisers, at much higher rates. So, every time a candidate's spot is broadcast, a spot for which the station receives only a fraction of the revenue is replacing a much costlier, regular advertiser's spot. Contrasted with a comparable period with no candidate advertising, the stations are losing significant revenue. Independent expenditure spots are sold at the same, or higher, rates as regular advertisers, so the stations make up on independent expenditure spots much of what they lose on candidate spots.